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## **PRESS RELEASE**

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For Immediate Release

### **Villa Enterprises Opens 2 New Locations**

Fashion Outlets In Primm, Nevada & Fort Drum On Florida Turnpike

**MORRISTOWN, NJ (November 6, 2009)** - Villa Enterprises Management Ltd., Inc. and its affiliates (Villa Enterprises), one of the nation's fastest growing multi-concept restaurant franchisors, has opened 2 new locations.

Fashion Outlets in Primm, Nevada is a tourist attraction that contains over 100 of the finest designers and savings on designer merchandise. With names such as Anne Klein, Burberry, Polo Ralph Lauren just to name a few.

"We are very excited to add another Villa Fresh Italian Kitchen to our growing family of locations here in Las Vegas" Say Orion Zemene, Franchise consultant for Villa Enterprises.

Fort Drum on the Florida Turnpike is the 4<sup>th</sup> location for Villa Fresh Italian Kitchen on the Florida Turnpike. "Our Florida Turnpike locations have been doing extremely well for us and we look forward to doing more in the future.." says Nancy Lannert , franchise consultant for Villa Enterprises.

#### **About Villa Enterprises**

Villa Enterprises Management is one of the nation's fastest growing multi-concept restaurant franchisors. Headquartered in Morristown, New Jersey, Villa Enterprises was founded by Naples, Italy native Michele Scotto in 1964 as a tiny pizzeria next to the Ed Sullivan Theater in New York City.

Villa Enterprises today is an international organization with over 300 quick service restaurant (QSR) locations in 38 states and 6 countries. In addition to its flagship brand, Villa Pizza, Villa Enterprises operates four additional QSR brands; Villa Fresh Italian Kitchen, Green Leaf's, Banana's and South Philly Steak & Fries. These brands can be found in malls, airports, casinos, college campuses and outlet centers across the US and internationally. Villa Enterprises also owns and operates several upscale full-service restaurants in the New York City metropolitan area.

